

To : Sean Murray

From : D. Greenberg

Date : 28.06.95

Time : 12:00:47

Subject : PMI STATEMENT & Q&A: PM USA Initiative "Action Against Access"

Sean: I discussed with Andy, and we think a note should make the following point. In the EU what can be on the pack in terms of warnings is strictly regulated by law. That is why the PMI statement refers to instances where we are voluntarily putting a warning on the pack. We do not put any voluntary warnings on packs in the EU because the issue is strictly regulated by law.

DIG

*** Forwarding note from SMURRAY --VCH0021A 28.06.95 10:59 ***

To: DGREENBE--VCH0021A D. Greenberg

*** Resending note of 28.06.95 10:18

From: Sean Murray

To: SMURRAY --VCH0021A Sean Murray

From: Sean Murray

Tel: (32 2) 287 8082

Subject: PMI STATEMENT & Q&A: PM USA Initiative "Action Against Access"

FOR ATTENTION OF DAVID GREENBERG

David,

I presume you've seen the PMI Statement and Q&A below. Do you have any instructions for distribution.

I wonder whether the last Q&A saying that we are currently researching the ability to add the new "youth warning" label to packs reflects what we want to be saying at EU level. I've discussed this with both Thomas and Mike who also feel that this particular Q&A should be considered for its implications for this region even if at this stage it refers only to export cigarettes from the US.

Regards

Sean

To: JGOODHEA--VUS0212A Goodheart, Jan
WBURRELL--VUS0212A Wendy Burrell
SVIRENDR--VUS0212A Sunaina Virendra
AOKONIEW--VUS0212A ANNE OKONIEWSKI
CLEIBER --VUS0212A Cathy Leiber
DDAVIES --VCH0021A David Davies
DHARRIS --VHK0852A DONALD HARRIS
KLINEHAN--VCH0021A Kathleen Linehan
MPARSONS--VCH0021A Michael Parsons
MWINOKUR--VUS0212A Matthew Winokur
PMARBOIS--VCH0021A Pascal Marbois
RYANO --VAU0002A Ryoko Yano
SIMAI --VAU0002A Shinichiro Imai

AANDRADE--VUS0212A Andrade, Anthony
LDUNBAR --VUS0212A Linda Dunbar
AGONZALE--VUS0212A Aurora Gonzalez
CGODDARD--VAU0002A Colin Goddard
CRODRIG2--VUS0212A
DGREENBE--VCH0021A D. Greenberg
DSTAUNTO--VAU0002A DONNA STAUNTON
MEGAWA --VAU0002A Michiko Egawa
MPOTTORF--VUS0212A Mary Pottorff
NWHITE --VAU0002A NERIDA WHITE
RHODGSON--VAU0002A REG HODGSON
SCARLSON--VCH0021A Stig Carlson
SMURRAY --VCH0021A SEAN MURRAY

From: Betty Cho

PMI Public Affairs (ext. 9221)

Subject: PMI STATEMENT & Q&A: PM USA Initiative "Action Against Access"

PMI Statement

To be used on an as need basis only -- country by country.

Philip Morris' worldwide policy is to ensure that our cigarettes are sold and marketed to adults only.

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